

1993 Precise Plan Vision Statement

A Vision for El Camino Real

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A strong vision for El Camino provides a context for uses and development. The entire length of the street will be attractively landscaped within medians and along the street frontages of private property. Older sections of the street will be privately redeveloped with contemporary retail and office uses or expanded auto sales facilities. Nodes of different uses will appear. For example, specific areas will become known for car dealerships, small retail establishments, major office complexes or large discount stores. Within these areas of concentration, specific physical features will be coordinated to identify and locate businesses and provide some organization to the street.

Clusters of high density residential development will add to the architectural variety of the street. Auto dealerships and other auto related retail sales will be clustered in two sections of El Camino, one at the west end of the street, and one toward the middle of the street. Large, attractively designed retail centers will be interspersed with smaller commercial developments. Setbacks will vary to alleviate visual monotony. Architectural design, site planning and landscaping will be of a high quality, although no set architectural style will dominate.

Land uses that have been identified as contributing to an unfavorable image of the street will be prohibited along El Camino. These uses include additional fast food restaurants in freestanding buildings, and auto repair shops which are not associated with an auto dealership and do not meet the intent of the Citywide Design Guidelines.